



**SCOTTSDALE PRIDE COMMITTEE  
CITY OF SCOTTSDALE CITY HALL  
3939 N. DRINKWATER BLVD.  
KIVA CONFERENCE ROOM  
SCOTTSDALE, AZ 85251  
SEPTEMBER 7, 2006**

**DRAFT MINUTES**

- Present:** Donald Scott (Chair)  
Robbi Henrickson (Vice-Chair)  
Vicki Carr  
Carol Cerrito (arrived at 5:37 p.m.)  
Donna Hardin  
Richard Kimberly  
Linda Preisser  
Richard Taylor  
Stewart Walowitz
- Absent:** Sandra Kaibetony  
Rosanna Organ  
Ronald Robins  
Judy Snyder  
Zachary Stahmer
- Staff:** Rob Millar
- Speakers:** Malcolm Akins, Code Enforcement  
Kit Weiss, Civic Engagement Director
- Guest:** Christine Ong, ASU Journalism Student

**CALL TO ORDER**

Chair Scott called the Scottsdale Pride Committee regular meeting to order at 5:31 p.m.  
Roll call confirmed the presence of Committee members as noted above.

Mr. Millar introduced Kit Weiss, Civic Engagement Director to the Committee, stating that she would be working with the Scottsdale Pride Committee over the next year on various projects.

### **APPROVAL OF AUGUST 3, 2006 MINUTES**

**MR. TAYLOR MOVED FOR APPROVAL OF THE MINUTES OF THE AUGUST 3, 2006 MEETING. THE MOTION WAS SECONDED BY MS. CARR AND CARRIED UNANIMOUSLY BY A VOTE OF EIGHT (8) TO ZERO (0).**

### **CODE ENFORCEMENT PARTNERSHIP OPPORTUNITIES**

Mr. Millar reported that the South Scottsdale Revitalization Subcommittee had expressed an interest in assisting elderly and disabled homeowners who have Code violations. At his invitation Malcolm Akins from Code Enforcement discussed potential opportunities for assisting homeowners in need of assistance.

Mr. Akins reported that Code Enforcement could use general maintenance assistance with homeowners who do not meet their assistance program criteria or who may need assistance with ongoing maintenance. Instances occur where the Code Inspector cannot help a homeowner in violation and needs a way to correct the situation without taking further enforcement action. Mr. Akins encouraged the Committee to contact them should they recognize a Code violation that needs to be addressed.

In response to Chair Scott's inquiry about a Code Violation list, Mr. Akins stated that they do not currently have a list and he would come up with locations in need upon the Committee's request.

Upon further discussion, the Committee clarified that they could provide labor along with the Tool Trailer for future projects. Mr. Millar suggested that the Committee use their partnerships with nurseries and home improvement companies to obtain donations of supplies such as plants, plastic, paint, etc.

In response to Ms. Hardin's inquiry about the Committee being the only labor force, Chair Scott explained that the Marketing Subcommittee plans on establishing liaisons with schools, churches, and civic groups to increase the labor pool.

Mr. Millar reported that he would work with Mr. Akins on locating homeowners in need of assistance over the next few months, and the South Scottsdale Revitalization Subcommittee would take it from there. Mr. Walowitz reported that the subcommittee has already arranged to assist one homeowner recommended by Joy from STOMP and would be glad to assist others.

Ms. Hardin volunteered to assist with any large periodic projects, indicating that she belongs to an organization of 25 people who needs one annual community event to participate in.

Mr. Akins presented Revitalization and Code Enforcement brochures for the Committee's review.

### **PARKS CLEAN-UP PROGRAM**

Mr. Millar summarized the Parks & Recreation presentation made at last month's meeting on the litter campaign called "Just Shoot For It."

Chair Scott stated that it would be a time-intensive project, requiring a subcommittee to liaison with other communities in order to set up a comprehensive unit representing the Valley. Mr. Millar clarified that Terry Erickson was only willing to provide contacts for this project and not to coordinate it.

Chair Scott suggested that City Staff send a letter to designated municipality contacts to initiate communication about the project. Mr. Millar indicated that the Committee would have at least one year to initiate this project.

**Chair Scott requested that the Parks & Recreation project be added to Scottsdale Pride's Retreat Agenda for further discussion. Mr. Taylor suggested that a Parks & Recreation representative be invited to the Retreat.**

### **PRIDE COMMITTEE MARKETING**

Mr. Millar reported that Shannon Wallace provided two marketing concepts at last month's meeting. He presented a mock-up of the chosen format, a double-sided 4 x 8 one-panel brochure that holds a standard business card and fits inside a standard envelope. He noted that the newly formed Marketing Subcommittee should review it in order to provide editorial comments at the next meeting.

Mr. Taylor recalled that the Committee previously voted to change the logo to reflect "Scottsdale" in a larger font with "Pride" being reduced to a smaller font. Mr. Millar recommended that the font sizes on the new logo be changed slightly in order to retain recognition. He also reminded the Committee that the changes must be implemented before the t-shirts, signs, and brochures are printed.

Chair Scott commented that it would be up to the Marketing Subcommittee to distribute the Committee's brochure in creative methods other than Committee member networking.

**MR. TAYLOR MOTIONED THAT THE MARKETING BROCHURE PROTOTYPE BE FORWARDED TO THE MARKETING SUBCOMMITTEE FOR REVIEW AND FINALIZATION. THE MOTION WAS SECONDED BY MS. HARDIN AND CARRIED UNANIMOUSLY BY A VOTE OF NINE (9) TO ZERO (0).**

Vice-Chair Henrickson suggested that the brochure include educational information on Keeping Scottsdale Beautiful in order to encourage the community to become more involved in clean up. Including five tips and techniques on how the Scottsdale community can get involved might be more useful than lengthy details about the national Keep America Beautiful program. She also suggested that the logo be moved to the bottom as a sign-off and a headline be included to encapsulate the benefit of Keeping Scottsdale Beautiful.

Mr. Millar reported that the codification of the Committee should be decided before the brochure is printed. It could take up to three months to go before City Council for a decision.

## **SUBCOMMITTEE ASSIGNMENTS**

Mr. Millar presented a current Subcommittee Assignment List reflecting who is currently on which subcommittee. A couple of the subcommittees are in need of new volunteers now that Ms. Lenko's and Ms. Stevens' terms have expired and Ms. Zebarth has resigned.

Vice-Chair Henrickson informed Mr. Millar that she and Ms. Preisser are now the Ongoing City Projects Subcommittee members.

**Vice-Chair Henrickson volunteered to be a member of the Marketing Subcommittee. Ms. Hardin volunteered to be a member of the Downtown Recognition and South Scottsdale Revitalization Subcommittees.**

Mr. Millar stated that he would update the Subcommittee Assignment List to reflect the new subcommittee members and send them to all Committee members. He also requested that the subcommittees prepare a list of future regular meetings so they could be posted for possible public attendance.

Discussion followed regarding whether subcommittee meetings are required to be posted and problems that arise when scheduling subcommittee meetings before or after the monthly Committee meeting. Mr. Millar agreed to follow-up with City Council regarding subcommittee meeting requirements.

Mr. Millar presented the Measurement of Success document previously prepared by Christina Lenko, requesting that all members fill it out and return it to him for future use by the Scottsdale Pride Committee when charting its next three months of projects.

**Vice-Chair Henrickson suggested that Subcommittee Review be added to the retreat agenda to discuss whether the existing subcommittee goals match the Committee's future objectives.**

Mr. Taylor pointed out that marketing should be considered an integral part of all of the subcommittees. Chair Scott explained how the current subcommittees were formed at last year's retreat.

Chair Scott requested Subcommittee reports on progress to date.

- Treasures and Trash

Mr. Millar reported that the t-shirt chosen for the upcoming event would be stonewash blue. There would be no printing on the back; the logo would be printed on the crest of the shirt, and the City of Scottsdale symbol would be printed on both sleeves. He indicated that people are willing to wear a t-shirt if it is classy and subtle, and they do not want to wear advertising on their backs.

Mr. Millar stated that they originally planned on ordering 600 or 700 t-shirts, with 450 being distributed on Keep Scottsdale Beautiful Day. They also planned to purchase about 20 signs for \$2,000. Mr. Taylor explained that they discussed purchasing a combination of cheaper signs along with a couple of durable A-frame signs, adding more A-frame signs on a gradual basis.

Mr. Millar reported that after reading an article on the pocket ashtrays, he contacted the printer and made arrangements to order pocket ashtrays in various colors for the Committee's marketing campaign.

Mr. Millar suggested purchasing the following marketing material:

- 450 T-shirts at the cost of \$4.51 each (\$3.25 per shirt + \$1.26 for printing),  
\$2,030
- Pocket ashtrays at the cost of \$1.25 each when ordering 3,000  
\$3,750
- Purchase corrugated signs with Ms. Stevens' \$100 donation

*Treasures and Trash Budget = \$5,000 - \$5,780 = \$780 over budget*

Mr. Millar argued that the signs come down at the end of the event and the ashtrays would be distributed throughout the year, providing a direct marketing message that reaches a larger population.

Vice-Chair Henrickson stated that pocket ashtrays were considered a reasonably successful tool for the Keep America Beautiful campaign. Stating that the cigarette butts project has now evolved into an awareness project. Chair Scott pointed out that new cars no longer have ashtrays, providing another avenue of use for the pocket ashtrays.

Ms. Carr reported that the City of Phoenix has prepared new service announcements about littering on the freeway. Stating that a "thank you for not littering" message on the ashtrays would bring people's attention to the fact that tossing cigarette butts out is littering. Mr. Millar pointed out that raising awareness is the Committee's number one responsibility and cigarette butts are the most prevalent litter across the country.

Discussion ensued regarding methods for distributing the pocket ashtrays:

1. Provide with t-shirts at registration on Keep Scottsdale Beautiful Day
2. Make available at Pinnacle Peak for hikers
3. Distribute throughout major Committee events

Mr. Millar pointed out that they would need the ashtrays by the second week of October, and that it would take three to four weeks to get the ashtrays printed and shipped. He suggested that they print the Scottsdale Pride logo on the front along with a "cigarettes are litter...please don't litter" message on the back of the ashtrays.

Upon further discussion of which marketing pieces should be ordered, the Committee considered reducing the number of t-shirts ordered so they could include an order of pocket ashtrays within the allotted budget of \$5,000. The corrugated signs could be purchased with Ms. Stevens' donation.

Mr. Millar and Mr. Walowitz suggested that they approach sign companies and request donations of A-frame signs. Mr. Taylor recommended that they also ask Homeowners Associations if they would be interesting in donating funds for signs that include their name on it. Ms. Hardin volunteered to contact sign companies for donations.

**VICE-CHAIR HENRICKSON MOVED THAT THE SCOTTSDALE PRIDE COMMITTEE SET ASIDE \$800 FOR 4 SIGNS, \$1,800 FOR 400 T-SHIRTS, AND THE REMAINDER OF THE DOLLARS BE DEVOTED TO POCKET ASHTRAYS. THE MOTION WAS SECONDED BY MS. CERRITO AND CARRIED UNANIMOUSLY BY A VOTE OF NINE (9) TO ZERO (0).**

- Downtown Recognition

Chair Scott reported that the downtown merchants do little business during the summer months, and the subcommittee plans on attending the monthly meetings of each of the five Downtown merchants groups for the next three months.

- South Scottsdale Revitalization

Mr. Walowitz reported that on October 14, 2006 they would be landscaping the front and back yards of a handicapped homeowner's house recommended by Joy of STOMP. He requested more volunteers to assist with the project, stating that he would arrange for the Tool Trailer to be available for use.

In response to Mr. Walowitz request, Ms. Hardin reported that the date was not feasible for her organization. Mr. Walowitz stated that he would ask his son's college service group for assistance, along with approaching landscapers for labor donations. Vice-Chair Henrickson requested that Mr. Walowitz email the date, time, and project directions to all Committee members.

- North Scottsdale Project

Ms. Cerrito reported that their project has evolved into writing different monthly articles on littering for the Scottsdale Water Bill. Stating that the second article is currently being published, and two more articles already written shall follow. Ms. Cerrito stated that she is currently working on an article related to ADOT's program called "Don't Trash Arizona." She requested volunteers for writing the last five articles and agreed to include the slogan "keep your butt in the car" somewhere in the campaign.

Mr. Millar agreed to email Committee members Ms. Cerrito's message and recommendations on how Committee members could assist with the articles, ensuring that the North Scottsdale subcommittee members are also notified.

Mr. Millar reported that he received a phone call supporting the Scottsdale Pride articles on cigarette butt littering.

- Ongoing City Projects

Vice-Chair Henrickson reported that the Arbor Day Tree Planting project was completed, and they now plan on getting the Liberty Garden started with the City's involvement.

Vice-Chair Henrickson explained that the Committee's Adopt-A-Road application was approved and they are now responsible for cleaning up McDowell Road between Scottsdale and Pima at least three times a year. She requested that the Committee

agree on three dates to be calendared for the year. She pointed out that everyone would need to read and follow the safety and liability guidelines when cleaning up the area, which she would provide at a later date.

Chair Scott presented a chart titled "Suggested Best Times for Picking Up Litter". February, April, and October seem to be the best months for clean-up. Discussion ensued, clarifying that their first pick-up could be on October 28, 2006. Mr. Millar agreed to prepare a list of possible dates for future clean-up. Vice-Chair Henrickson suggested that they include a discussion on summer clean up on the May agenda.

Mr. Millar suggested that Committee members donate \$4 each in order to come up with the \$50 for the Adopt-A-Road sign. The sign should be made after the codification has been approved.

- **Marketing**

Mr. Millar recommended that the subcommittee elect a leader to direct them on project coordination. Pointing out that the Parada del Sol Parade should be the first event they focus on.

Mr. Millar stated that the Committee still has to submit their entry, find out if a carriage is required, obtain donations for the entry, and create the float by the end of January or early February. Chair Scott noted that they do have props available from previous float entries.

Ms. Hardin suggested they do a theme called "Butts on Parade". Suggesting that they dress as cigarette butts or western janitors pushing trashcans on casters walking and handing out pocket ashtrays. Mr. Millar agreed to find out if a float is necessary to enter the parade.

## **STAFF UPDATES**

Mr. Millar notified the Committee of Cathy Zebarth's resignation, indicating that there are now three vacancies on the Committee.

Mr. Millar invited everyone to attend the GAIN event already in progress, in order to assist Ms. Weiss with manning the Scottsdale Pride Committee table after the meeting.

Ms. Millar reported that the next meeting is scheduled for October 5, 2006.

## **MEMBER UPDATES**

No member updates.

## **PUBLIC COMMENT**

Ms. Ong opined that the projects discussed at tonight's meeting, most definitely addressed the reoccurring theme of the importance of getting the public involved in litter clean up.

## **ADJOURNMENT**

With no further business to discuss, the meeting adjourned at 6:49 p.m.

Respectfully submitted,  
AV Tronics, Inc.